State of California Department of Motor Vehicles

Report to the Legislature of the State of California

Consolidated Specialized License Plate Programs Report

In Accordance with Chapter 163 Statutes of 2000 and Chapter 454 Statutes of 2006

January 1, 2019 to December 31, 2019



Gavin Newsom Governor

David S. Kim, Secretary
California State Transportation Agency

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INTRODUCTION AND SUMMARY

As established by Chapter 163 of the Statutes of 2000, California Vehicle Code (CVC) Section 5060(h)(1), and by Chapter 454 of the Statutes of 2006, CVC Section 5160(a), organizations supported by Special Interest and Specialized License Plate (SLP) must submit an annual report to the Department of Motor Vehicles (DMV) by June 30th, which should include an accounting of all revenue and expenditures associated with the SLP programs.

Note: The CVC refers to the plate programs as both Special Interest License Plate and SLP programs. For this report, both will be referred to as SLP programs.

CVC Sections 5060(h)(3) and CVC 5160(c) require DMV to provide an annual consolidated report to the Legislature. This is the ninth annual consolidated report to the Legislature. The report is designed to reflect each organization's plate sales revenue, program expenditures, administrative costs, marketing, and promotional expenditures during the reporting period of January 1, 2019, through December 31, 2019.

Included in this year's consolidated report are the following plate programs:

Special Interest License Plates

- Arts
- Coastal
- Kids
- Lake Tahoe
- Veterans Organizations
- Yosemite
- Memorial

Specialized License Plates

- CalAg
- Pet Lovers
- California Cultural/Historical Endowment
- Breast Cancer Awareness

Per CVC Sections 5060(g) and 5159, "A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates."

Five license plate programs: California Legacy, Collegiate Commemorative UCLA, Firefighters, Gold Star Family, and Olympic Training Center (OTC) are not included in this report because the requirements of CVC Sections 5060 and 5151 pertain only to SLP programs contained within CVC Articles 8.4 and 8.6. California Legacy, OTC, and UCLA plate programs are governed in Article 8 (Special Plates) and the Firefighters Plate Program in Article 8.5 (Environmental License Plates). Although the

Gold Star Family Plate Program is included in Article 8.6 (Specialized License Plates), it is considered a special recognition plate.

CONSOLIDATED SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2019 THROUGH DECEMBER 31, 2019

Program Specialized License Plates	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates	Percentage of Direct Expenditures Funded by Specialized License Plate Program Used for Marketing
Arts	\$1,489,956.00	\$639,623.00	\$46,373.00	3.11%
Coastal	\$1,304,004.00	\$1,038,122.00	\$191,109.50	14.66%
Kids (Public Health)	*\$0.00	**\$433,003.39	\$0.00	0.00%
Kids (Social Services)	\$3,513,857.00	\$4,723,676.57	\$743,053.00	21.15%
Lake Tahoe	\$889,375.33	\$708,394.77	\$108,197.92	12.17%
Veterans Org	\$1,143,218.87	\$500,026.00	\$42,897.00	3.75%
Yosemite***	\$637,108.56	\$637,108.56	\$0.00	0.00%
Memorial (Cal OES)	\$925,965.35	\$651,435.47	\$0.00	0.00%
Memorial (CDFA)	\$534,000.00	\$287,583.93	\$11,417.43	2.14%
CalAg	\$252,103.72	\$155,886.75	\$59,503.15	23.60%
Pet Lovers	\$253,170.97	\$218,830.20	\$58,794.81	23.22%
California Cultural/Historical Endowment	\$391,212.90	\$77,000.00	\$22,604.00	5.78%
Breast Cancer Awareness	\$244,606.68	\$77,000.00	\$0.00	0.00%

^{*} Kids – Child Health and Safety Fund 0279 is a depository for revenues from the Kids plate program and is administered by the California Department of Social Services (DSS). California Department of Public Health's (CDPH) Appropriation from Child Health and Safety Fund 0279 for State Fiscal Year (SFY) 2018-19 was \$551,000 and for SFY 2019-20 was \$551,000. DSS allocation to CDPH was \$461,000 Local Assistance and \$25,000 Administrative Cost.

NOTE: For expenditures that exceed revenue generated, some agencies carry a balance over that they invest in some form of expenditure the following year.

^{**} Kids - Expenditures from CDPH FORE (Fiscal Online Reporting Environment) Expenditure Analysis Reports for Fund 0279.

^{***} Yosemite - The entire administrative, marketing and promotional budget for the Yosemite License plate program is funded from sources outside of the revenue from the SLP program.

ARTS



January 1, 2019 through	Revenue From	Expenditures	Expenditures for	January 1, 2019
December 31, 2019	Specialized	Funded By	Administrative,	through
	License Plate	Specialized	Marketing, or	December 31,
	Program	License Plate	Promotional	2019
		Program	Activities	
			Associated With	
			Specialized	
			License Plates	
JANUARY	\$143,083.00	\$46,820.00	\$45,209.00	31.60%
FEBRUARY	\$122,806.00	\$50,188.00	\$0.00	0.00%
MARCH	\$139,550.00	\$48,894.00	\$0.00	0.00%
APRIL	\$126,173.00	\$49,370.00	\$0.00	0.00%
MAY	\$132,477.00	\$50,377.00	\$0.00	0.00%
JUNE	\$111,812.00	\$57,688.00	\$0.00	0.00%
JULY	\$117,033.00	\$49,363.00	\$0.00	0.00%
AUGUST	\$126,661.00	\$53,765.00	\$0.00	0.00%
SEPTEMBER	\$125,110.00	\$56,922.00	\$0.00	0.00%
OCTOBER	\$120,244.00	\$58,254.00	\$1,164.00	0.97%
NOVEMBER	\$103,487.00	\$58,688.00	\$0.00	0.00%
DECEMBER	\$121,520.00	\$59,294.00	\$0.00	0.00%
TOTALS	\$1,489,956.00	\$639,623.00	\$46,373.00	3.11%

COASTAL



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$108,667.00	\$53,393.00	\$1,650.00	1.52%
FEBRUARY	\$108,667.00	\$119,533.00	\$1,650.00	1.52%
MARCH	\$108,667.00	\$115,879.00	\$2,150.00	1.98%
APRIL	\$108,667.00	\$116,685.00	\$18,067.00	16.63%
MAY	\$108,667.00	\$48,206.00	\$34,096.00	31.38%
JUNE	\$108,667.00	\$100,647.00	\$77,183.00	71.03%
JULY	\$108,667.00	\$45,053.00	\$6,103.00	5.62%
AUGUST	\$108,667.00	\$47,191.00	\$6,103.00	5.62%
SEPTEMBER	\$108,667.00	\$135,706.00	\$10,758.67	9.90%
OCTOBER	\$108,667.00	\$141,126.00	\$10,758.67	9.90%
NOVEMBER	\$108,667.00	\$58,086.00	\$10,758.67	9.90%
DECEMBER	\$108,667.00	\$56,617.00	\$11,831.50	10.89 %
TOTALS	\$1,304,004.00	\$1,038,122.00	\$191,109.50	14.66%

All figures represent California Coastal Commission (CCC) revenue and expenditures.

CCC's revenue is provided annually each July. The amount reflects each fiscal year's appropriation received divided by twelve.

JANUARY 1, 2019 THROUGH DECEMBER 31, 2019

KIDS (DEPARTMENT OF PUBLIC HEALTH)



(LOCAL ASSISTANCE FOR UNINTENTIONAL INJURY PREVENTION)

January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program*	License Plate	Marketing, or	Promotional
		Program**	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$0.00	\$2,075.93	\$0.00	0.00%
FEBRUARY	\$0.00	\$4,152.14	\$0.00	0.00%
MARCH	\$0.00	\$85,081.00	\$0.00	0.00%
APRIL	\$0.00	\$1,638.37	\$0.00	0.00%
MAY	\$0.00	\$1,638.37	\$0.00	0.00%
JUNE	\$0.00	\$139,288.97	\$0.00	0.00%
JULY	\$0.00	\$1,867.57	\$0.00	0.00%
AUGUST	\$0.00	\$1,993.72	\$0.00	0.00%
SEPTEMBER	\$0.00	\$84,485.68	\$0.00	0.00%
OCTOBER	\$0.00	\$24,158.75	\$0.00	0.00%
NOVEMBER	\$0.00	\$3,307.20	\$0.00	0.00%
DECEMBER	\$0.00	\$83,315.69	\$0.00	0.00%
TOTALS	\$0.00	\$433,003.39	\$0.00	0.00%

^{*} Child Health and Safety Fund 0279 is a depository for revenues from the Kids plate program and is administered by the California Department of Social Services (DSS). California Department of Public Health's (CDPH) Appropriation from Child Health and Safety Fund 0279 for State Fiscal Year (SFY) 2018-19 was \$551,000 and for SFY 2019-20 was \$551,000. DSS allocation to CDPH was \$461,000 Local Assistance and \$25,000 Administrative Cost.

^{**} Expenditures from CDPH FORE (Fiscal Online Reporting Environment) Expenditure Analysis Reports for Fund 0279.

JANUARY 1, 2019 THROUGH DECEMBER 31, 2019

KIDS (DEPARTMENT OF SOCIAL SERVICES)

January 1, 2019 through	Revenue from	Expenditures	Local	Expenditures for
December 31, 2019	Specialized	Funded by	Assistance	Administrative,
	License Plate	Specialized	Expenditures	Marketing, or
	Program*	License Plate	Funded by	Promotional
		Program**	Specialized	Activities
			License Plate	Associated with
			Program***	Specialized License
				Plates****
JANUARY	\$312,644.00	\$470,728.00	\$0.00	\$79,676.00
FEBRUARY	\$275,505.00	\$369,232.00	\$0.00	\$51,379.00
MARCH	\$326,783.00	\$417,126.00	\$0.00	\$74,760.00
APRIL	\$298,314.00	\$376,555.00	\$0.00	\$58,354.00
MAY	\$299,976.00	\$348,122.00	\$0.00	\$38,198.00
JUNE	\$293,695.00	(\$344,778.43)	\$434,000.00	(\$47,394.00)
JULY	\$309,555.00	\$431,263.00	\$0.00	\$64,389.00
AUGUST	\$323,519.00	\$468,135.00	\$0.00	\$65,709.00
SEPTEMBER	\$268,828.00	\$515,815.00	\$0.00	\$85,047.00
OCTOBER	\$271,277.00	\$556,236.00	\$0.00	\$96,373.00
NOVEMBER	\$259,051.00	\$616,997.00	\$0.00	\$96,137.00
DECEMBER	\$274,710.00	\$498,246.00	\$418,000.00	\$80,425.00
TOTALS	\$3,513,857.00	\$4,723,676.57	\$852,000.00	\$743,053.00

- * Kids Plates revenue to the Child Health and Safety Fund (CHSF) as reported to DSS monthly by DMV, after DMV deducts the plate administration costs. **Note:** This is the total Kids Plate revenue for all the statutory programs under DSS and California Department of Public Health.
- ** Expenditures from the CHSF for DSS State Ops and transfer (per Welfare & Institution (W & I) Code Sections 18285(d) and 18285(e)-transfer to State Children's Trust Fund). June total includes half of the FY 2018-19 transfer; December includes half of the FY 2019-20 transfer (as transfers are done annually, not monthly). The June figures of (\$344,778.43) and (\$47,394.00) are the adjustments due to the fund expenditure cap.
- *** Expenditures for DSS Local Assistance (per W&I, Section 18285(e)-child abuse prevention). June total represents half of the expenditures for FY 2019-20; December represents half of the expenditures for FY 2020-21 (as these allotments are made annually, not monthly).
- **** Amount DSS paid for Kids Plate administrative, marketing, or promotional costs related to the SLP program.

LAKE TAHOE



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$87,014.46	\$49,706.07	\$8,781.71	10.09%
FEBRUARY	\$68,849.04	\$219,447.48	\$3,342.50	4.85%
MARCH	\$73,257.57	\$54,505.16	\$6,777.42	9.25%
APRIL	\$68,870.17	\$53,455.49	\$6,409.51	9.31%
MAY	\$76,669.33	\$20,546.54	\$7,437.48	9.70%
JUNE	\$64,041.16	\$90,878.09	\$7,838.75	12.24%
JULY	\$64,567.01	\$22,780.45	\$14,561.97	22.55%
AUGUST	\$102,227.35	\$28,604.33	\$21,844.60	21.37%
SEPTEMBER	\$72,271.44	\$24,683.92	\$11,461.80	15.86%
OCTOBER	\$72,585.02	\$55,217.02	\$11,368.75	15.66%
NOVEMBER	\$65,543.27	\$44,414.60	\$6,973.43	10.64%
DECEMBER	\$73,479.51	\$44,155.62	\$1,400.00	1.91%
TOTALS	\$889,375.33	\$708,394.77	\$108,197.92	12.17%

VETERANS ORGANIZATIONS



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$97,233.34	\$0.00	\$10,000.00	10.28%
FEBRUARY	\$182,643.24	\$0.00	\$0.00	0.00%
MARCH	\$89,534.15	\$0.00	\$0.00	0.00%
APRIL	\$82,384.69	\$0.00	\$0.00	0.00%
MAY	\$94,052.70	\$0.00	\$0.00	0.00%
JUNE	\$80,975.57	\$0.00	\$0.00	0.00%
JULY	\$75,595.74	\$0.00	\$32,897.00	43.52%
AUGUST	\$115,460.13	\$0.00	\$0.00	0.00%
SEPTEMBER	\$86,233.92	\$330,000.00	\$0.00	0.00%
OCTOBER	\$85,476.27	\$0.00	\$0.00	0.00%
NOVEMBER	\$73,132.60	\$0.00	\$0.00	0.00%
DECEMBER	\$80,496.52	\$0.00	\$0.00	0.00%
TOTALS	\$1,143,218.87	\$330,000.00	\$42,897.00	3.75%

YOSEMITE



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$152,145.97	\$0.00	\$0.00	0.00%
FEBRUARY	\$0.00	\$0.00	\$0.00	0.00%
MARCH	\$0.00	\$0.00	\$0.00	0.00%
APRIL	\$165,038.74	\$0.00	\$0.00	0.00%
MAY	\$0.00	\$0.00	\$0.00	0.00%
JUNE	\$0.00	\$0.00	\$0.00	0.00%
JULY	\$147,583.37	\$0.00	\$0.00	0.00%
AUGUST	\$0.00	\$0.00	\$0.00	0.00%
SEPTEMBER	\$0.00	\$0.00	\$0.00	0.00%
OCTOBER	\$172,340.48	\$0.00	\$0.00	0.00%
NOVEMBER	\$0.00	\$0.00	\$0.00	0.00%
DECEMBER	\$0.00	\$637,108.56	\$0.00	0.00%
TOTALS	\$637,108.56	\$637,108.56	\$0.00	0.00%

The entire administrative, marketing and promotional budget for the Yosemite license plate program is funded from sources outside of the revenue from the special plate program.

JANUARY 1, 2019 THROUGH DECEMBER 31, 2019

MEMORIAL (CALIFORNIA OFFICE OF EMERGENCY SERVICES)



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$72,289.14	\$80,567.83	\$0.00	0.00%
FEBRUARY	\$64,795.64	\$17,278.92	\$0.00	0.00%
MARCH	\$74,009.19	\$47,149.28	\$0.00	0.00%
APRIL	\$66,391.20	\$81,416.54	\$0.00	0.00%
MAY	\$75,153.96	\$29,567.70	\$0.00	0.00%
JUNE	\$99,056.60	\$33,285.98	\$0.00	0.00%
JULY	\$42,957.47	\$30,378.45	\$0.00	0.00%
AUGUST	\$2,501.16	\$27,714.68	\$0.00	0.00%
SEPTEMBER	\$0.00	\$113,326.93	\$0.00	0.00%
OCTOBER	\$0.00	\$42,402.50	\$0.00	0.00%
NOVEMBER	\$292,673.26	\$71,597.08	\$0.00	0.00%
DECEMBER	\$136,137.73	\$76,749.58	\$0.00	0.00%
TOTALS	\$925,965.35	\$651,435.47	\$0.00	0.00%

MEMORIAL (CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE)

January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$44,500.00	\$45,461.00	\$0.00	0.00%
FEBRUARY	\$44,500.00	\$36,479.43	\$11,417.43	25.66%
MARCH	\$44,500.00	\$19,230.00	\$0.00	0.00%
APRIL	\$44,500.00	\$12,582.50	\$0.00	0.00%
MAY	\$44,500.00	\$10,188.00	\$0.00	0.00%
JUNE	\$44,500.00	\$15,348.50	\$0.00	0.00%
JULY	\$44,500.00	\$88,848.00	\$0.00	0.00%
AUGUST	\$44,500.00	\$23,165.50	\$0.00	0.00%
SEPTEMBER	\$44,500.00	\$36,281.00	\$0.00	0.00%
OCTOBER	\$44,500.00	\$0.00	\$0.00	0.00%
NOVEMBER	\$44,500.00	\$0.00	\$0.00	0.00%
DECEMBER	\$44,500.00	\$0.00	\$0.00	0.00%
TOTALS	\$534,000.00	\$287,583.93	\$11,417.43	2.14%

CALAG



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$26,551.57	\$18,731.44	\$18,188.52	68.50%
FEBRUARY	\$23,365.48	\$0.00	\$0.00	0.00%
MARCH	\$21,811.36	\$2,907.94	\$1,529.37	7.01%
APRIL	\$19,593.81	\$24,600.00	\$0.00	0.00%
MAY	\$17,523.08	\$55,634.77	\$0.00	0.00%
JUNE	\$18,205.74	\$232.68	\$0.00	0.00%
JULY	\$18,707.44	\$0.00	\$0.00	0.00%
AUGUST	\$29,529.66	\$6,987.54	\$6,446.80	21.83%
SEPTEMBER	\$19,278.88	\$9,165.66	\$8,170.66	42.38%
OCTOBER	\$18,423.00	\$18,352.57	\$16,158.64	87.71%
NOVEMBER	\$17,785.56	\$9,009.16	\$9,009.16	50.65%
DECEMBER	\$21,328.14	\$10,264.99	\$0.00	0.00%
TOTALS	\$252,103.72	\$155,886.75	\$59,503.15	23.60%

PET LOVERS



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$19,155.59	\$4,989.11	\$4,989.11	26.05%
FEBRUARY	\$21,420.38	\$0.00	\$0.00	0.00%
MARCH	\$18,877.92	\$8,810.95	\$7,523.49	39.85%
APRIL	\$21,539.83	\$0.00	\$0.00	0.00%
MAY	\$18,694.97	\$0.00	\$0.00	0.00%
JUNE	\$22,667.76	\$18,872.11	\$18,847.99	83.15%
JULY	\$29,146.89	\$4,989.11	\$4,989.11	17.12%
AUGUST	\$21,615.75	\$18,881.05	\$5,889.98	27.25%
SEPTEMBER	\$21,738.73	\$40,641.57	\$5,781.57	26.60%
OCTOBER	\$14,880.67	\$58,528.03	\$5,354.28	35.98%
NOVEMBER	\$22,096.14	\$29,626.28	\$5,419.28	24.53%
DECEMBER	\$21,336.34	\$33,491.99	\$0.00	0.00%
TOTALS	\$253,170.97	\$218,830.20	\$58,794.81	23.22%

JANUARY 1, 2019 THROUGH DECEMBER 31, 2019

CALIFORNIA CULTURAL/HISTORICAL ENDOWMENT (SNOOPY)



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$37,878.71	\$0.00	\$0.00	0.00%
FEBRUARY	\$32,258.23	\$0.00	\$0.00	0.00%
MARCH	\$32,999.40	\$0.00	\$0.00	0.00%
APRIL	\$31,031.85	\$0.00	\$0.00	0.00%
MAY	\$34,681.69	\$0.00	\$22,604.50	65.18%
JUNE	\$29,302.63	\$0.00	\$0.00	0.00%
JULY	\$31,989.38	\$0.00	\$0.00	0.00%
AUGUST	\$40,954.52	\$38,500.00	\$0.00	0.00%
SEPTEMBER	\$29,370.06	\$0.00	\$0.00	0.00%
OCTOBER	\$32,065.81	\$38,500.00	\$0.00	0.00%
NOVEMBER	\$27,437.15	\$0.00	\$0.00	0.00%
DECEMBER	\$31,243.47	\$0.00	\$0.00	0.00%
TOTALS	\$391,212.90	\$77,000.00	\$22,604.50	5.78%

BREAST CANCER AWARENESS



January 1, 2019 through	Revenue from	Expenditures	Expenditures	Percentage of
December 31, 2019	Specialized	Funded by	for	Administrative,
	License Plate	Specialized	Administrative,	Marketing, or
	Program	License Plate	Marketing, or	Promotional
		Program	Promotional	Activities
			Activities	Associated with
			Associated with	Specialized
			Specialized	License Plates
JANUARY	\$20,210.38	\$0.00	\$0.00	0.00%
FEBRUARY	\$18,584.66	\$0.00	\$0.00	0.00%
MARCH	\$17,409.74	\$0.00	\$0.00	0.00%
APRIL	\$15,328.21	\$0.00	\$0.00	0.00%
MAY	\$0.00	\$0.00	\$0.00	0.00%
JUNE	\$33,931.19	\$38,500.00	\$0.00	0.00%
JULY	\$0.00	\$0.00	\$0.00	0.00%
AUGUST	\$0.00	\$0.00	\$0.00	0.00%
SEPTEMBER	\$0.00	\$0.00	\$0.00	0.00%
OCTOBER	\$68,752.82	\$0.00	\$0.00	0.00%
NOVEMBER	\$33,374.20	\$0.00	\$0.00	0.00%
DECEMBER	\$37,015.48	\$38,500.00	\$0.00	0.00%
TOTALS	\$244,606.68	\$77,000.00	\$0.00	0.00%